

WHAT IS CLAIMED IS:

1 1. A method of delivering Web content comprising:
2 receiving a hierarchical data set of user-identified interests;
3 parsing the hierarchical data set;
4 extracting one or more keyword attribute values from the hierarchical data set in response
5 to the parsing of the data set and a pre-selected granularity value;
6 applying extracted keyword values to filter content for delivery to a requesting Web
7 client.

1 2. The method of claim 1 wherein the hierarchical data set comprises an XML
2 document.

1 3. The method of claim 1 further comprising:
2 pre-populating a Web content search form page using extracted keyword values; and
3 returning the Web content search form page to the requesting Web client.

1 4. The method of claim 3 further comprising receiving the Web content search form
2 from the Web client, wherein the received search form includes one or more pre-populated data,
3 zero or more additional user-supplied search terms and at least one Boolean search indicator for
4 determining the combination of search terms for performing a search.

1 5. The method of claim 1 further comprising:
2 storing the hierarchical data set of user-identified interests in a database entry associated
3 with the user; and
4 personalizing the Web content delivered using the stored hierarchical data set.

1 6. The method of claim 1 wherein, if no keyword attribute is associated with an
2 interest, using a value attribute of the interest as a default keyword.

1 7. The method of claim 1 wherein the pre-selected granularity value corresponds to a
2 root-to-leaf level in the hierarchical data set of user-identified interests.

1 8. A computer program product embodied in a machine-readable medium for
2 delivering Web content comprising programming instructions for:
3 receiving a hierarchical data set of user-identified interests;
4 parsing the hierarchical data set;
5 extracting one or more keyword attribute values from the hierarchical data set in response
6 to the parsing of the data set and a pre-selected granularity value;
7 applying extracted keyword values to filter content for delivery to a requesting Web
8 client.

1 9. The computer program product of claim 8 wherein the hierarchical data set
2 comprises an XML document.

1 10. The computer program product of claim 8 further comprising programming
2 instructions for:
3 pre-populating a Web content search form page using extracted keyword values; and
4 returning the Web content search form page to the requesting Web client.

1 11. The computer program product of claim 10 further comprising programming
2 instructions for receiving the Web content search form from the Web client, wherein the received
3 search form includes one or more pre-populated data, zero or more additional user-supplied
4 search terms and at least one Boolean search indicator for determining the combination of search
5 terms for performing a search.
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1 12. The computer program product of claim 8 further comprising programming
2 instructions for:

3 storing the hierarchical data set of user-identified interests in a database entry associated
4 with the user; and

5 personalizing the Web content delivered using the stored hierarchical data set.

1 13. The computer program product of claim 8 wherein, if no keyword attribute is
2 associated with an interest, using a value attribute of the interest as a default keyword.

1 14. The computer program product of claim 8 wherein the granularity value
2 corresponds to a root-to-leaf level in the hierarchical data set of user-identified interests.

1 15. A data processing system for delivering Web content comprising:
2 circuitry operable for receiving a hierarchical data set of user-identified interests;
3 circuitry operable for parsing the hierarchical data set;
4 circuitry operable for extracting one or more keyword attribute values from the
5 hierarchical data set in response to the parsing of the data set and a pre-selected granularity value;
6 circuitry operable for applying extracted keyword values to filter content for delivery to a
7 requesting Web client.

1 16. The data processing system of claim 15 wherein the hierarchical data set
2 comprises an XML document.

1 17. The data processing system of claim 15 further comprising:
2 circuitry operable for pre-populating a Web content search form page using extracted
3 keyword values; and
4 circuitry operable for returning the Web content search form page to the requesting Web
5 client.

1 18. The data processing system of claim 18 further comprising circuitry operable for
2 receiving the Web content search form from the Web client, wherein the received search form
3 includes one or more pre-populated data, zero or more additional user-supplied search terms and
4 at least one Boolean search indicator for determining the combination of search terms for
5 performing a search.
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1 19. The data processing system of claim 15 further comprising:
2 circuitry operable for storing the hierarchical data set of user-identified interests in a
3 database entry associated with the user; and
4 circuitry operable for personalizing the Web content delivered using the stored
5 hierarchical data set.

1 20. The data processing system of claim 15 wherein, if no keyword attribute is
2 associated with an interest, using a value attribute of the interest as a default keyword.